

*AMENDMENTS TO THE CLAIMS*

This listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently amended) A method for conducting an on-line survey in association with presentation of an on-line advertisement by a browser client, the method comprising:

receiving, by a user computer hosting the browser client, a web page configured to display an on-line advertisement;

issuing, by the user computer in association with processing the received web page, a request to an ad server, for a block of data comprising computer-readable instructions for presenting the on-line advertisement via the browser client;

~~providingsending~~, by the ad server in response to the issued request from the user computer, the block of data including computer-readable instructions for presenting the on-line advertisement and the block of data further including additional computer-readable instructions that facilitate decision-making steps for determining whether to present an on-line survey solicitation via the browser client, wherein acceptance of the on-line survey solicitation by the user results in presentation of an on-line survey via the browser client;

accessing, on the user computer, a timestamp value indicative of a period of time that has passed since the on-line survey solicitation was previously presented by the browser client; and

executing the additional computer-readable instructions if the timestamp value indicates passage of a period of time satisfying a prescribed wait period between consecutive presentations of the on-line survey solicitation by the browser client on the user computer.

2. (Canceled)

3. (Previously Presented) The method of claim 1, wherein the accessing step comprises receiving cookie data from the browser client indicative of a previous presentation of the on-line survey solicitation.

4. (Canceled)

5. (Previously presented) The method of claim 1, further comprising sending the block of data, including the additional computer-readable instructions, to the browser client over a computer network.

6. (Previously presented) The method of claim 1, further comprising:

presenting the on-line survey solicitation thereby soliciting the user to take the on-line survey,

generating, in association with the presenting step, cookie data including the timestamp value to indicate that the on-line survey solicitation was presented by the browser client; and

sending the generated cookie data over a computer network to the browser client.

7. (Previously presented) The method of claim 1, further comprising:

executing the additional computer-readable instructions to perform steps of:

referencing a frequency parameter that influences the frequency of presenting the on-line survey solicitations; and

determining whether or not to present the on-line survey solicitation via the browser client based, in part, on the frequency parameter.

8. (Previously Presented) The method of claim 7, wherein the on-line survey solicitation is presented as part of a campaign, wherein the frequency parameter has a value that is at least partially a function of an amount of time remaining in the campaign, the method further comprising calculating the value of the frequency parameter according to an algorithm that incorporates the amount of time remaining in the campaign.

9. (Previously Presented) The method of claim 7, wherein the on-line survey solicitation is presented as part of a campaign, wherein the frequency parameter has a value that is at least partially a function of an amount of time remaining in the campaign, the method further comprising determining the value of the frequency parameter by referencing a look-up table that correlates a plurality of possible times remaining in the campaign with corresponding possible frequency values.

10. (Previously presented) The method of claim 1, further comprising executing the additional computer-readable instructions to perform steps of:

generating a random number;

determining whether the random number falls within a set of numbers that correspond to a frequency with which the on-line survey solicitation is presented via browser clients; and

presenting the on-line survey solicitation based on the determining step.

11. (Currently amended) The method of claim 1, further comprising:

presenting the on-line survey solicitation as a pop-up window; and

in response to activation of a link within the pop-up window, sending the on-line survey in the form of a web page to the browser client, the on-line survey comprising questions regarding a product or service advertised in the on-line advertisement.

12. (Currently amended) The method of claim 1, further comprising:

presenting the on-line survey solicitation as a pop-up window; and

in response to activation of a link within the pop-up window, sending the on-line survey in the form of a web page to the browser client, the on-line survey comprising questions regarding a product or service that is not advertised in the on-line advertisement.

13. (Currently amended) A method for soliciting a user of a user computer to take an on-line survey, the user computer being linked to a computer network and running a browser program, the method comprising:

receiving, by an advertisement server, a request issued by the browser for one or more files comprising an on-line advertisement;

~~providing~~sending, by the advertisement server to the user ~~computer~~computer in response to the request issued by the browser, the one or more files comprising the on-line advertisement and in addition including further computer-readable instructions that facilitate decision-making steps for determining whether to present an on-line survey solicitation via the browser, wherein acceptance of the on-line survey solicitation by the user results in presentation of an on-line survey via the browser;

accessing, on the user computer, cookie data for the browser including a timestamp regarding previous presentation by the browser of the on-line survey solicitation; and

executing the further computer-readable instructions if the timestamp value indicates passage of a period of time satisfying a prescribed wait period between consecutive solicitations on the user computer to take the on-line survey.

14. (Original) A computer-readable medium having stored thereon computer-readable instructions for performing the method of claim 13.

15. (Previously presented) The method of claim 13, wherein the one or more requested files comprise computer-readable instructions for displaying the on-line advertisement, and wherein the further computer-readable instructions call a routine that decides whether or not to solicit the user to take the on-line survey based on a frequency parameter, the frequency parameter being indicative of a probability that, in response to the selectively modifying step, the on-line survey solicitation will be submitted for presentation by the browser.

16. (Original) The method of claim 15, further comprising:

sending further script to the browser comprising instructions for displaying a pop-up window that, when clicked on by the user, causes the browser to download a web page that includes the on-line survey.

17. (Currently amended) A system for conducting an on-line survey, the system comprising:

a client computer for interacting with a user;

a web server in communication with the client computer;

an advertisement server;

a survey logic server in communication with the client computer; and

computer-readable instructions for:

requesting a web page to be sent from the web server to the client computer, the web page including a reference to an on-line advertisement to be presented on the client computer;

requesting, by the client computer the on-line advertisement from the advertisement server for presentation on the client computer; and

sending an on-line survey solicitation associated with the on-line advertisement from the survey logic server to the client computer based at least in part on a stored timestamp value on the client computer indicative of a period of time that has passed since a previous presentation of the on-line survey solicitation on the client computer, wherein acceptance of the on-line survey solicitation by the user results in presentation of an on-line survey on the client computer.

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Previously presented) The system of claim 17, wherein the sending step comprises:

invoking a routine at the survey logic server that compares a random number to a set of values based on a frequency parameter to determine whether to send the on-line survey solicitation to the client computer.

22. (Previously Presented) The system of claim 21, wherein the on-line survey solicitation is presented as part of a campaign, and wherein a value of the frequency parameter is at least partially a function of elapsed time in the campaign.

23. (Previously presented) The system of claim 22, wherein the frequency parameter is determined according to an algorithm.

24. (Previously Presented) The system of claim 22, wherein the frequency parameter is determined by referencing a look-up table.

25. (Canceled)

26. (Previously presented) The system of claim 17, wherein the advertisement server adds first computer-readable instructions, for invoking a decision routine, to the advertisement data when consideration is to be given to sending the on-line survey solicitation to the computer.

27. (Previously Presented) The system of claim 26, wherein the survey logic server provides the first computer readable instructions to the ad server.

28. (Previously presented) The method of claim 1 wherein the decision-making steps comprise generating a random number on the user computer; and wherein the method further comprises:

applying a frequency parameter value to the random number to determine whether to present a survey invitation on the user computer.

29. (Previously presented) The method of claim 28 wherein the frequency parameter value is specified by a survey logic server.

30. (Previously presented) The method of claim 29 further comprising the step of changing the frequency parameter value during a survey campaign.

31. (Previously presented) The method of claim 29 wherein the executing step comprises providing the random number to the survey logic server, and wherein the survey logic server performs the applying step.

32. (Previously presented) The method of claim 31 wherein the random number is appended to a URL used by a browser on the user computer to contact the survey logic server.

33. (Previously presented) The method of claim 1 wherein the prescribed wait period is specified by a survey logic server.